

**Monthly Account
Performance Report
1 May 2021 — 31 May 2021**

Admire Aesthetics

204-442-6350

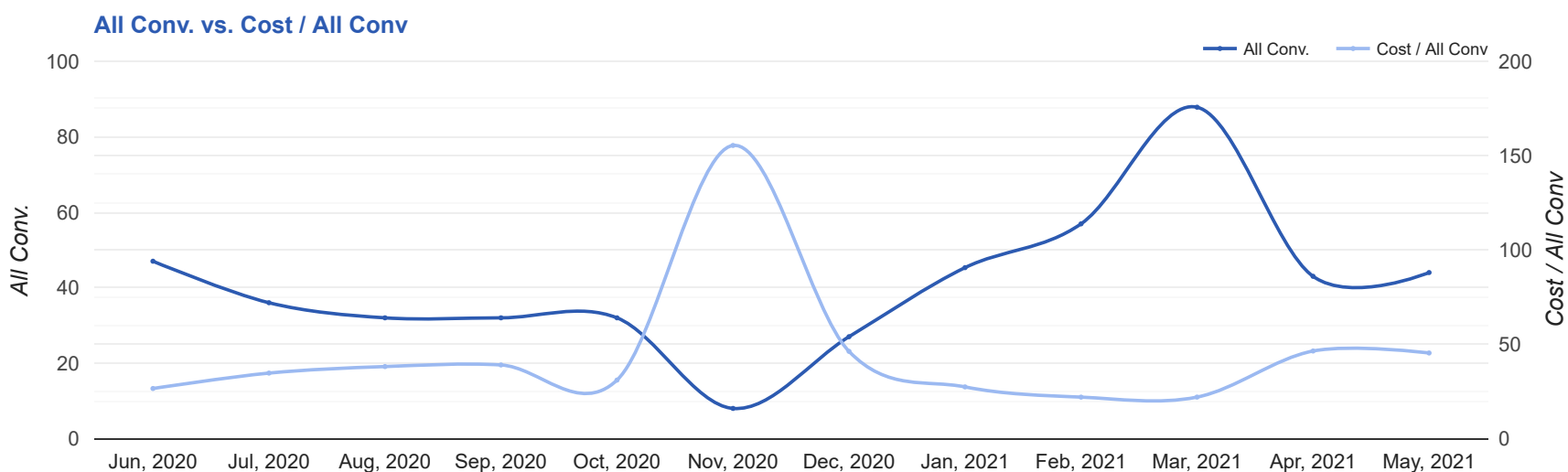
Key Performance Indicators (KPIs)

| | | | |
|---------|-----------|----------------|-----------------|
| Cost | All Conv. | All Conv. Rate | Cost / All Conv |
| \$1,996 | 44 | 8.32% | \$45.37 |
| ↔ 0% | ↑ 2% | ↑ 1% | ↓ 2% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. RATE | COST / ALL CONV | ALL CONV. |
|--------------------------|-------------|-----------|----------------|----------------|---------------|----------|----------------|-----------------|-----------|
| 1 Apr 2021 — 30 Apr 2021 | 6,469 | 521 | \$1,995.98 | \$3.83 | 8.05% | - | 8.25% | \$46.42 | 43 |
| 1 May 2021 — 31 May 2021 | 6,628 | 529 | \$1,996.38 | \$3.77 | 7.98% | - | 8.32% | \$45.37 | 44 |
| Change | 159 ↑ 2% | 8 ↑ 2% | \$0.40 ↑ 0% | \$0.06 ↓ 2% | 0.07% ↓ 1% | 0 ↔ - | 0.07% ↑ 1% | \$1.05 ↓ 2% | 1 ↑ 2% |

Performance by Month - 1 Jun 2020 — 31 May 2021



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|--------------|---------------|--------------|--------------------|---------------|--------------|----------|------------|----------------|-----------------|
| Jun '20 | 735 | 121 | \$1,247.84 | \$10.31 | 16.46% | - | 47 | 38.84% | \$26.55 |
| Jul '20 | 3,018 | 263 | \$1,249.99 | \$4.75 | 8.71% | - | 36 | 13.69% | \$34.72 |
| Aug '20 | 5,293 | 321 | \$1,221.66 | \$3.81 | 6.06% | - | 32 | 9.97% | \$38.18 |
| Sep '20 | 3,883 | 237 | \$1,249.07 | \$5.27 | 6.1% | - | 32 | 13.5% | \$39.03 |
| Oct '20 | 1,621 | 212 | \$992.36 | \$4.68 | 13.08% | - | 32 | 15.09% | \$31.01 |
| Nov '20 | 2,921 | 162 | \$1,242.75 | \$7.67 | 5.55% | - | 8 | 4.94% | \$155.34 |
| Dec '20 | 3,485 | 184 | \$1,249.91 | \$6.79 | 5.28% | - | 27 | 14.69% | \$46.24 |
| Jan '21 | 6,190 | 341 | \$1,240.73 | \$3.64 | 5.51% | - | 45.3 | 13.28% | \$27.40 |
| Feb '21 | 4,899 | 383 | \$1,249.81 | \$3.26 | 7.82% | - | 56.9 | 14.84% | \$21.98 |
| Mar '21 | 6,401 | 463 | \$1,932.26 | \$4.17 | 7.23% | - | 87.8 | 18.97% | \$22.00 |
| Apr '21 | 6,469 | 521 | \$1,995.98 | \$3.83 | 8.05% | - | 43 | 8.25% | \$46.42 |
| May '21 | 6,628 | 529 | \$1,996.38 | \$3.77 | 7.98% | - | 44 | 8.32% | \$45.37 |
| Total | 51,543 | 3,737 | \$16,868.74 | \$4.51 | 7.25% | - | 491 | 13.14% | \$34.36 |

Campaign Summary - 1 May 2021 — 31 May 2021

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|----------------------------------|-------|--------|------------|---------|-------|---------|-----------|-------------------|--------------------|
| search beta coolsculpting | 6,628 | 529 | \$1,996.38 | \$3.77 | 7.98% | - | 44 | 8.32% | \$45.37 |

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

| SEARCH TERM | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|-----------------------------------|------|--------|---------|---------|---------|---------|-----------|----------------|-----------------|
| body sculpting near me | 2 | 2 | \$13.05 | \$6.53 | 100.00% | - | 5 | 250.00% | \$2.61 |
| coolsculpting | 6 | 5 | \$27.75 | \$5.55 | 83.33% | - | 5 | 100.00% | \$5.55 |
| cool sculpting medford oregon | 9 | 9 | \$44.51 | \$4.95 | 100.00% | - | 4 | 44.44% | \$11.13 |
| coolsculpting medford oregon | 9 | 7 | \$27.76 | \$3.97 | 77.78% | - | 2 | 28.57% | \$13.88 |
| cool sculpting cost belly | 2 | 2 | \$5.31 | \$2.65 | 100.00% | - | 2 | 100.00% | \$2.65 |
| fat freezing | 1 | 1 | \$0.88 | \$0.88 | 100.00% | - | 1 | 100.00% | \$0.88 |
| how much is cool sculpting | 1 | 1 | \$2.82 | \$2.82 | 100.00% | - | 1 | 100.00% | \$2.82 |
| fat grafting near me | 1 | 1 | \$1.76 | \$1.76 | 100.00% | - | 1 | 100.00% | \$1.76 |
| cool sculpting medford oregon | 2 | 2 | \$2.30 | \$1.15 | 100.00% | - | 1 | 50.00% | \$2.30 |
| how much is it to get fat removed | 1 | 1 | \$5.55 | \$5.55 | 100.00% | - | 1 | 100.00% | \$5.55 |

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|--|------|--------|----------|---------|---------|---------|-----------|----------------|-----------------|
| Huge CoolSculpting Promotion - CoolSculpting in Medford, OR - Biggest CoolSculpting® Promo www.admireaesthetics.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR | 584 | 79 | \$321.29 | \$4.07 | 13.53% | - | 13 | 16.46% | \$24.71 |
| Admire Aesthetics - CoolSculpting® in Medford, OR - Freeze Away Body Fat www.admireaesthetics.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 91 | 10 | \$38.68 | \$3.87 | 10.99% | - | 8 | 80.00% | \$4.83 |
| Huge CoolSculpting Promotion - CoolSculpting in Medford, OR - 2021 CoolSculpting Discount www.admireaesthetics.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR | 184 | 38 | \$99.38 | \$2.62 | 20.65% | - | 4 | 10.53% | \$24.84 |
| Fat Reduction in Medford, OR - Our Biggest Discount Ever - Get \$1,000 Off 8+ Treatments www.admireaesthetics.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 179 | 16 | \$45.49 | \$2.84 | 8.94% | - | 3 | 18.75% | \$15.16 |
| CoolSculpting® in Medford, OR - Limited Time Offer Apr 2021 - Our Biggest Discount Ever www.admireaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 1 | 2 | \$3.36 | \$1.68 | 200.00% | - | 2 | 100.00% | \$1.68 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

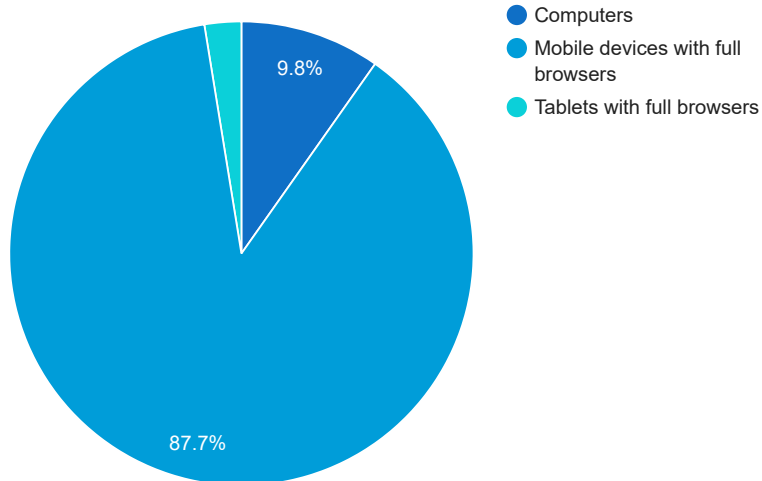
Search Impr Share

38.81%

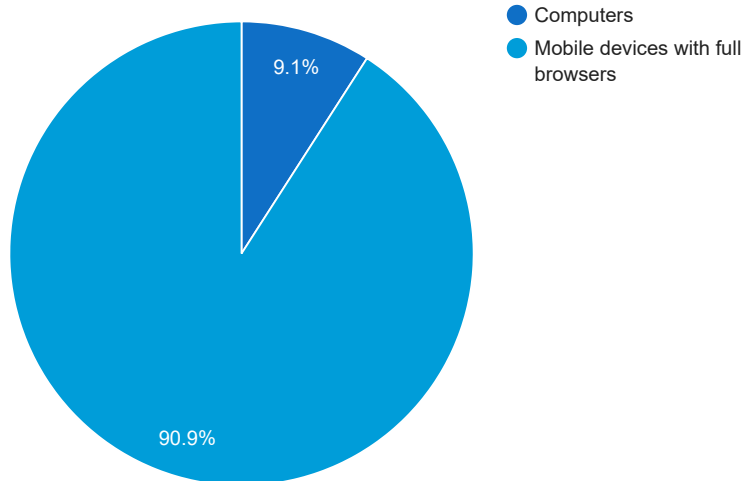
↑ 4%

Cost and Conversions by Device

Cost



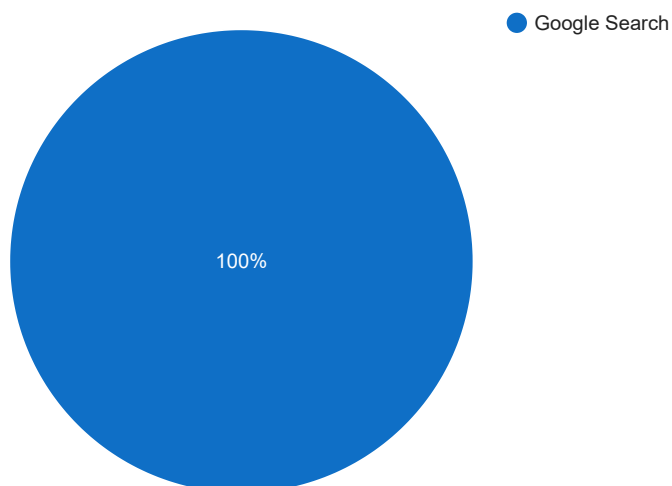
All Conv.



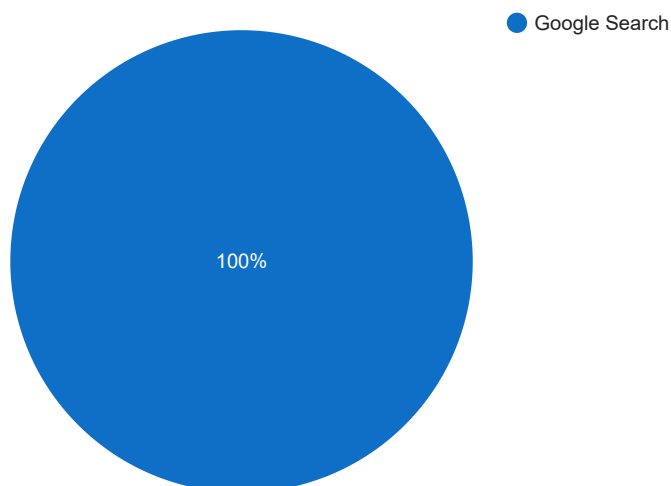
| DEVICE | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|-----------------------------------|-------|--------|------------|---------|-------|---------|-----------|----------------|-----------------|
| Mobile devices with full browsers | 5,549 | 461 | \$1,750.11 | \$3.80 | 8.31% | - | 40 | 8.68% | \$43.75 |
| Computers | 874 | 55 | \$195.17 | \$3.55 | 6.29% | - | 4 | 7.27% | \$48.79 |
| Tablets with full browsers | 205 | 13 | \$51.10 | \$3.93 | 6.34% | - | 0 | 0% | \$0.00 |

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



| NETWORK | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|---------------|-------|--------|------------|---------|-------|---------|-----------|-------------------|--------------------|
| Google search | 6,628 | 529 | \$1,996.38 | \$3.77 | 7.98% | - | 44 | 8.32% | \$45.37 |

Conversion Types - 1 May 2021 — 31 May 2021

| CONVERSION TYPE | ALL CONV. |
|----------------------------|-----------|
| Submit lead form | 19 |
| Click to Call | 6 |
| Calls from Ads | 1 |
| Clicks to call | 6 |
| Local actions - Directions | 12 |

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for